

# ORDER



KSNV

Orders	Order / Rev:	<b>104878</b>	Primary AE:	Amy McCreary
	Alt Order #:	06837423	Sales Office:	BLPHI
	Product Desc:	OBAMA 4 AMERICA	Sales Region:	National
	Estimate:	1522		
	Flight Dates:	08/03/12 - 09/03/12		
	Original Date / Rev:	07/30/12 / 08/30/12		
	Order Type:	GENERAL		
Agency	Name:	GMMB, Inc. / Washington D.C.	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		Washington Harbor	Agency Commission:	15%
		Washington, DC 20007		
Advertiser	Name:	<b>Obama for America</b>	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:05:00
	Product Codes:	PLC01-Democrat	Advertiser External ID:	
	Priority:	SELECT PRIORITY CODE	Agency External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN		

Bill Plan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	468	\$373,075.00	\$317,113.75
08/27/12	09/03/12	208	\$140,850.00	\$119,722.50

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	468	\$373,075.00	\$317,113.75	0.00
September 2012	208	\$140,850.00	\$119,722.50	0.00
Totals	676	\$513,925.00	\$436,836.25	0.00

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Amy McCreary

Order Share	Share	Total
KSNV	30%	\$513,925.00
Market	100%	\$1,713,083.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	19%	\$325,485.83
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	19%	\$325,485.83
KTUD	1%	\$17,130.83
KVVU	22%	\$376,878.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	9%	\$154,177.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/03/12	09/03/12	M-F 5-6a WakeUp w/Wagners		5-6a	MTWTF--	:30	4	\$400.001	0.00	NM	44	\$17,600.00	

COMMENTS APPLY TO SUB LINES A THRU B  
WAKE UP WITH THE WAGNERS

Order / Rev: 104878  
Alt Order #: 06837423  
Flight Dates: 08/03/12 - 09/03/12

Advertiser: Obama for America  
Product Desc: OBAMA 4 AMERICA  
Estimate: 1522

KSJV

Order / Rev: 104878  
Alt Order #: 06837423  
Flight Dates: 08/03/12 - 09/03/12

Advertiser: Obama for America  
Product Desc: OBAMA 4 AMERICA  
Estimate: 1522

KSNV

Ln	Ch	Start	End	Inventory	Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount																													
E 10	KSNV	08/19/12	09/02/12	Nevada Newsmakers - COM			5:00- 6:00am	-----S	:30	1	\$825.003	0.00	NM		3	\$2,475.00																													
Nevada Newsmakers - Ch.3																																													
NEVADA NEWSMAKERS no pgm 8/5, 8/12																																													
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Week: 08/27/12	09/02/12	-----S	1	\$825.00	0.00																																								
E 11	KSNV	08/19/12	09/02/12	News 3 Sunrise - SUND&M			6a-7a	-----S	:30	1	\$325.001	0.00	NM		3	\$975.00																													
News 3 Sunrise SUNDAY																																													
NEWS 3 AT SUNRISE no pgm 8/5, 8/12																																													
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E 12	KSNV	08/19/12	09/02/12	Sunday Today	CM	7a-8am	-----S	:30	2	\$625.001	0.00	NM		6	\$3,750.00																														
Sunday Today																																													
TODAY ON SUNDAY no pgm 8/5, 8/12																																													
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E 13	KSNV	08/19/12	09/02/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$3,000.001	0.00	NM		3	\$9,000.00																														
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E 14	KSNV	08/19/12	09/02/12	News 3 Today Wknd	CM	9a-930am	-----S	:30	1	\$500.001	0.00	NM		3	\$1,500.00																														
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Week: 08/27/12	09/02/12	-----S	1	\$500.00	0.00																																								
E 15	KSNV	08/19/12	09/02/12	Chris Matthews 9:30AM	CM	9:30a-10a	-----S	:30	1	\$500.001	0.00	NM		3	\$1,500.00																														
Chris Matthews SUN 9:30am																																													
CHRIS MATTHEWS SHOW																																													
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Week: 08/27/12	09/02/12	-----S	1	\$500.00	0.00																																								
E 16	KSNV	08/07/12	09/03/12	M-F Today Show II 3rd H	CM	9-10a	MTWTF--	:30	2	\$500.001	0.00	NM		32	\$16,000.00																														
M-F Today Show II																																													
COMMENTS APPLY TO SUB LINES A THRU B																																													
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Week: 08/14/12	08/20/12	MTWTF--	10	\$500.00	0.00																																								
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Week: 08/28/12	09/03/12	MTWTF--	10	\$500.00	0.00																																								
E 17	KSNV	08/07/12	09/03/12	M-F Today Show III 4th H	CM	10am-11am	MTWTF--	:30	2	\$325.001	0.00	NM		31	\$10,075.00																														
Today 4th Hour																																													
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<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>			<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>																																
22	KSNV	08/21/12-08/27/12	M-F Today Show III 4th Hr			10am-11am			:30		(\$325.00)	0.00	NM																																

Credited  
[mg on different line]

104878  
06837423  
08/03/12 - 09/03/12

Advertiser: Obama for America  
Product Desc: OBAMA 4 AMERICA  
Estimate: 1522

KSNV

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Estimate: 1522

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
F-17	KSNV	08/07/12	09/03/12	M-F Today Show III	4th	1BM	10am-11am	MTWTF--	.30	2	\$325.001	0.00	NM	31	\$10,075.00

COMMENTS APPLY TO SUB LINES A THRU B

## COMMENTS AFTER TODAY SHOW III

<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>
Week: 08/28/12	09/03/12	-TWTF--	10	\$325.00	0.00

E 18 KSNV 08/07/12 09/03/12 Rachael Ray CM 11am-12pm MTWTF .00

COMMENTS APPLY TO SUB LINES A THRU B

RACHEL RAY

<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>
Week: 08/07/12	08/13/12	M-----	2	\$325.00	0.00
Week: 08/14/12	08/20/12	MTWTF--	10	\$325.00	0.00
Week: 08/21/12	08/27/12	MTWTF--	10	\$325.00	0.00

Week: 08/28/12 09/03/12 -TWTF-- E 19 KSNV 08/07/12 09/03/12 Noon News CM 12-1230pm MTWTF-- :30 2 \$425.001 0.00 NM

Comments apply to sub lines A thru B						
News 3 at Noon						
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	
Week: 08/07/12	08/13/12	M-----	2	\$425.00	0.00	
Week: 08/14/12	08/20/12	MTWTF--	5	\$425.00	0.00	
Week: 08/21/12	08/27/12	MTWTF--	5	\$425.00	0.00	
Week: 08/28/12	09/03/12	-TWTF--	5	\$425.00	0.00	

Week: 08/28/12 09/03/12 MTWTF-- :30 2 \$325.001 0.00 N  
E 20 KSNV 08/07/12 09/03/12 The Agenda 1230pm CM 1230-1p MTWTF-- :30 2 \$325.001 0.00 N  
The Agenda 1230pm

**COMMENTS APPL**

NEWS 3 AGENDA						
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	
Week: 08/07/12	08/13/12	M-----	2	\$325.00	0.00	
Week: 08/14/12	08/20/12	MTWTF--	5	\$325.00	0.00	
Week: 08/21/12	08/27/12	MTWTF--	5	\$325.00	0.00	
Week: 08/28/12	09/03/12	-TWTF--	5	\$325.00	0.00	

E 21 KSNV 08/07/12 09/03/12 Days of our Lives CM 1258p-2pm MTWTF-- .30 2 \$425.00 1 8.00 1  
Days of our Lives  
SUBTITLES APPLY TO SUB LINES A THRU B

COMMENTS APPLY TO  
BAMPS OF OUR LIVES

<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>
Week: 08/07/12	08/13/12	M-----	2	\$425.00	0.00
Week: 08/14/12	08/20/12	MTWTF--	5	\$425.00	0.00
Week: 08/21/12	08/27/12	MTWTF--	5	\$425.00	0.00
Week: 08/28/12	09/03/12	-TWTF--	5	\$425.00	0.00
		GM	2pm-3pm	MTWTF--	:30
					2 \$325.001 0.00 M

E22 KSNV 08/07/12 09/03/12 The Doctors CM 2pm-3pm  
The Doctors  
COMMENTS APPLY TO SUB LINES A THRU B

## COMMENTS ON THE DOCTORS

<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>
Week: 08/07/12	08/13/12	M-----	2	\$325.00	0.00
Week: 08/14/12	08/20/12	MTWTF--	10	\$325.00	0.00
Week: 08/21/12	08/27/12	MTWTF--	10	\$325.00	0.00
Week: 08/28/12	09/03/12	-TWTF--	10	\$325.00	0.00

E 23 KSNV 08/07/12 09/03/12 Dr. Phil  
Dr Phil  
COMMENTS APPLY TO SUB LINES A THRU B

DR. PHIL

<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>
Week: 08/07/12	08/13/12	M-----	2	\$450.00	0.00
Week: 08/14/12	08/20/12	MTWTF--	10	\$450.00	0.00
Week: 08/21/12	08/27/12	MTWTF--	10	\$450.00	0.00
Week: 08/28/12	09/03/12	MTWTF--	10	\$450.00	0.00
E 24 KSNV 08/07/12 09/03/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	MTWTF--	:30
					2 \$700.001 0.00

E 24 KSNV 68/6,112 500000 4PM NEWS (1 hour) (4:30 PM-5:00 PM)  
COMMENTS APPLY TO SUB LINES A THRU B  
NEWS

Order / Rev: 104878  
Alt Order #: 06837423  
Flight Dates: 08/03/12 - 09/03/12

Advertiser:	Obama for America
Product Desc:	OBAMA 4 AMERICA
Estimate:	1522

KSJV

Order / Rev: 104878  
Alt Order #: 06837423  
Flight Dates: 08/03/12 - 09/03/12

Advertiser: Obama for America  
Product Desc: OBAMA 4 AMERICA  
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KSJV

Order / Rev: 104878  
Alt Order #: 06837423  
Flight Dates: 08/03/12 - 09/03/12

Advertiser: Obama for America  
Product Desc: OBAMA 4 AMERICA  
Estimate: 1522

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
<b>NEWS 3 NIGHTSIDE</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	07/31/12	08/06/12		M---F--		2	\$1,100.00			0.00					
Spot	Ch	Date Range		Description		Start/End Time									
1	KSNV	07/31/12-08/06/12		M-F News 3 at Eleven		11pm-1135pm									
				See MG 41.24 [PGM CHG = OLYMPIC LATE NEWS]											
2	KSNV	07/31/12-08/06/12		M-F News 3 at Eleven		11pm-1135pm									
				See MG 41.23 [PGM CHG = OLYMPIC LATE NEWS]											
23	KSNV	08/06/12-08/06/12		Olympics Late News 3		11pm-12:35am									
				(M) MG for 41.2 08/03 [MG]											
24	KSNV	08/06/12-08/06/12		Olympics Late News 3		11pm-12:35am									
				(M) MG for 41.1 08/06 [MG]											
Week:	08/07/12	08/13/12		M-----		1	\$1,100.00			0.00					
Week:	08/14/12	08/20/12		MTWTF--		5	\$1,100.00			0.00					
Week:	08/21/12	08/27/12		MTWTF--		5	\$1,100.00			0.00					
Week:	08/28/12	09/03/12		MTWTF--		5	\$1,100.00			0.00					
E 42	KSNV	08/18/12	09/01/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm		-----S-	:30	1	\$1,100.00	1	0.00	NM	3. \$3,300.00
Sa-Su News 3 at Eleven															
<b>NEWS 3 NIGHTSIDE</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/13/12	08/19/12		-----S-		1	\$1,100.00			0.00					
Week:	08/20/12	08/26/12		-----S-		1	\$1,100.00			0.00					
Week:	08/27/12	09/02/12		-----S-		1	\$1,100.00			0.00					
E 43	KSNV	08/19/12	09/02/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm		-----S	:30	1	\$1,100.00	1	0.00	NM	3. \$3,300.00
Sa-Su News 3 at Eleven															
<b>NEWS 3 NIGHTSIDE</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/13/12	08/19/12		-----S		1	\$1,100.00			0.00					
Week:	08/20/12	08/26/12		-----S		1	\$1,100.00			0.00					
Week:	08/27/12	09/02/12		-----S		1	\$1,100.00			0.00					
E 44	KSNV	08/07/12	09/03/12	The Tonight Show	CM	1135p-1237a		MTWTF--	:30	1	\$425.00	1	0.00	NM	16. \$6,800.00
Tonight Show															
COMMENTS APPLY TO SUB LINES A THRU B															
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/07/12	08/13/12		M-----		1	\$425.00			0.00					
Week:	08/14/12	08/20/12		MTWTF--		5	\$425.00			0.00					
Week:	08/21/12	08/27/12		MTWTF--		5	\$425.00			0.00					
Week:	08/28/12	09/03/12		MTWTF--		5	\$425.00			0.00					
E 45	KSNV	08/07/12	09/03/12	Late Night w/Fallon	CM	1237a-136am		MTWTF--	:30	2	\$225.00	1	0.00	NM	17. \$3,825.00
Late Night w/Fallon															
COMMENTS APPLY TO SUB LINES A THRU B															
LATE NIGHT W/JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/07/12	08/13/12		M-----		2	\$225.00			0.00					
Week:	08/14/12	08/20/12		MTWTF--		5	\$225.00			0.00					
Week:	08/21/12	08/27/12		MTWTF--		5	\$225.00			0.00					
Week:	08/28/12	09/03/12		MTWTF--		5	\$225.00			0.00					
E 46	KSNV	08/18/12	09/01/12	Saturday Night Live	CM	1130pm-1:02am		-----S-	:30	2	\$1,400.00	1	0.00	NM	6. \$8,400.00
Saturday Night Live															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/13/12	08/19/12		-----S-		2	\$1,400.00			0.00					
Week:	08/20/12	08/26/12		-----S-		2	\$1,400.00			0.00					
Week:	08/27/12	09/02/12		-----S-		2	\$1,400.00			0.00					
E 47	KSNV	08/19/12	09/02/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a		-----S	:30	1	\$400.00	1	0.00	NM	3. \$1,200.00
Sports Night in Las Vegas															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Product Desc: OBAMA 4 AMERICA  
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KSJV

Order / Rev: 104878  
Alt Order #: 06837423  
Flight Dates: 08/03/12 - 09/03/12

Advertiser: Obama for America  
Product Desc: OBAMA 4 AMERICA  
Estimate: 1522

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
<b>NEWS 3</b>														
<b>Start Date</b> <b>End Date</b> <b>Weekdays</b> <b>Spots/Week</b> <b>Rate</b> <b>Rating</b>														
Week: 08/13/12 08/19/12 -----S 1 \$1,100.00 0.00														
Week: 08/20/12 08/26/12 -----S 1 \$1,100.00 0.00														
N58	KSNV	08/18/12	08/18/12	To the Point - PM	CM	730-758pm	-----S-	:30	1	\$375.00	1	0.00	NM	1 \$375.00
To the Point														
<b>Start Date</b> <b>End Date</b> <b>Weekdays</b> <b>Spots/Week</b> <b>Rate</b> <b>Rating</b>														
Week: 08/13/12 08/19/12 -----S- 1 \$375.00 0.00														
N59	KSNV	08/19/12	08/19/12	LAW & ORDER (LF)	CM	Sat 1-2am / Sun 1:	-----S	:30	1	\$225.00	1	0.00	NM	1 \$225.00
Law & Order (LF)														
<b>Start Date</b> <b>End Date</b> <b>Weekdays</b> <b>Spots/Week</b> <b>Rate</b> <b>Rating</b>														
Week: 08/13/12 08/19/12 -----S 1 \$225.00 0.00														
N60	KSNV	08/07/12	08/10/12	Olympics Late News 3	CM	11pm-12:35am	-TWTF--	:30	4	\$1,100.00	7	0.00	NM	4 \$4,400.00
Late News during Olympics														
COMMENTS APPLY TO SUB LINES A THRU B														
NEWS 3 NIGHTSIDE														
<b>Start Date</b> <b>End Date</b> <b>Weekdays</b> <b>Spots/Week</b> <b>Rate</b> <b>Rating</b>														
Week: 08/07/12 08/13/12 -----S 4 \$1,100.00 0.00														
N61	KSNV	08/05/12	08/05/12	Olympics Daytime WEEKEND	CM	4am-6pm	-----S	:30	2	\$0.00	16	0.00	NM	2 \$0.00
Olympics Daytime WEEKEND														
EXTRA SPOTS WHICH AIRED IN ERROR														
<b>Start Date</b> <b>End Date</b> <b>Weekdays</b> <b>Spots/Week</b> <b>Rate</b> <b>Rating</b>														
Week: 07/30/12 08/05/12 -----S 2 \$0.00 0.00														
N62	KSNV	08/19/12	08/19/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$3,200.00	4	0.00	NM	1 \$3,200.00
NFL Football														
COMMENTS APPLY TO SUB LINES A THRU B														
OLYMPIC DAYTIME														
<b>Start Date</b> <b>End Date</b> <b>Weekdays</b> <b>Spots/Week</b> <b>Rate</b> <b>Rating</b>														
Week: 08/14/12 08/20/12 -----S 1 \$3,200.00 0.00														
N63	KSNV	08/21/12	08/24/12	Face to Face w/ Ralston	CM	730-758pm	-TWTF--	:30	2	\$800.00	1	0.00	NM	2 \$1,600.00
Face to Face w/ J. Ralston														
COMMENTS APPLY TO SUB LINES A THRU B														
OLYMPIC DAYTIME														
<b>Start Date</b> <b>End Date</b> <b>Weekdays</b> <b>Spots/Week</b> <b>Rate</b> <b>Rating</b>														
Week: 08/21/12 08/27/12 -----S 2 \$800.00 0.00														
N64	KSNV	08/28/12	08/30/12	Wheel of Fortune in PRIME	CM	M-SA 8-11p / SUN-TWT---	:30	3	\$1,000.00	1	0.00	NM	3 \$3,000.00	
Wheel in Prime														
WHEEL														
<b>Start Date</b> <b>End Date</b> <b>Weekdays</b> <b>Spots/Week</b> <b>Rate</b> <b>Rating</b>														
Week: 08/28/12 09/03/12 -----TWT--- 3 \$1,000.00 0.00														
N65	KSNV	08/28/12	08/30/12	Face to Face in PRIME	CM	8-11pm	-TWT---	:30	3	\$800.00	1	0.00	NM	3 \$2,400.00
Face to Face in PRIME														
FACE TO FACE WITH JON RALSTON														
<b>Start Date</b> <b>End Date</b> <b>Weekdays</b> <b>Spots/Week</b> <b>Rate</b> <b>Rating</b>														
Week: 08/28/12 09/03/12 -----TWT--- 3 \$800.00 0.00														
N66	KSNV	09/01/12	09/01/12	Sat PR 8-9p	CM	8-9pm	-----S-	:30	1	\$1,300.00	1	0.00	NM	1 \$1,300.00
Saturday Prime 8-9pm														
<b>Start Date</b> <b>End Date</b> <b>Weekdays</b> <b>Spots/Week</b> <b>Rate</b> <b>Rating</b>														
Week: 08/27/12 09/02/12 -----S- 1 \$1,300.00 0.00														
N67	KSNV	09/01/12	09/01/12	Sat PR 9-10p	CM	9-10pm	-----S-	:30	1	\$1,325.00	1	0.00	NM	1 \$1,325.00
Saturday Prime 9-10pm														
<b>Start Date</b> <b>End Date</b> <b>Weekdays</b> <b>Spots/Week</b> <b>Rate</b> <b>Rating</b>														
Week: 08/27/12 09/02/12 -----S- 1 \$1,325.00 0.00														
N68	KSNV	09/01/12	09/01/12	Sat PR 10-11p	CM	10-11pm	-----S-	:30	1	\$2,000.00	1	0.00	NM	1 \$2,000.00
Saturday Prime 10-11pm														
<b>Start Date</b> <b>End Date</b> <b>Weekdays</b> <b>Spots/Week</b> <b>Rate</b> <b>Rating</b>														
Week: 08/27/12 09/02/12 -----S- 1 \$2,000.00 0.00														

Totals 676 \$513,925.00